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3d by John Watson, Phoenix, AZ.

COMPUTATION NOTE BOOK



43-648

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Course _____

Name CLEM LIA

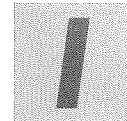


john duhring



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BACKGROUND



I entered the book publishing business when books about computers were taking off. Responsible for acquiring manuscripts for Prentice-Hall, I found authors for books on everything from chip design to computer organization, operating systems, languages, applications, networking, you name it. In the process of talking with authors, I learned about micro-computers and their potential use in publishing...

IMPROVING COMMUNICATIONS...

After pioneering the development of "electronic manuscripts" and book/software packages in New York, I joined Apple Computer and became their "Publishing Evangelist," encouraging software and book publishers to use new desktop methods for creating traditional, paper-based products.

Eager to put the new tools to use and to exercise my publishing skills, I helped launch several ventures including Singular Software, whose Interlace database is now published by Borland as Reflex for the Macintosh, and Supermac Software, whose DiskFit, SuperLaserSpool, and PixelPaint became best-sellers.

The most promising new use of computers in publishing lies in the integration of computers and telephone networks. I currently help clients develop electronic publishing businesses that turn the micro-computer into an information delivery vehicle as well as a personal productivity tool.

PURPOSE

Applying computers to the business of publishing is my specialty. Properly harnessing the new media is required to achieve desired results.

DIRECTION

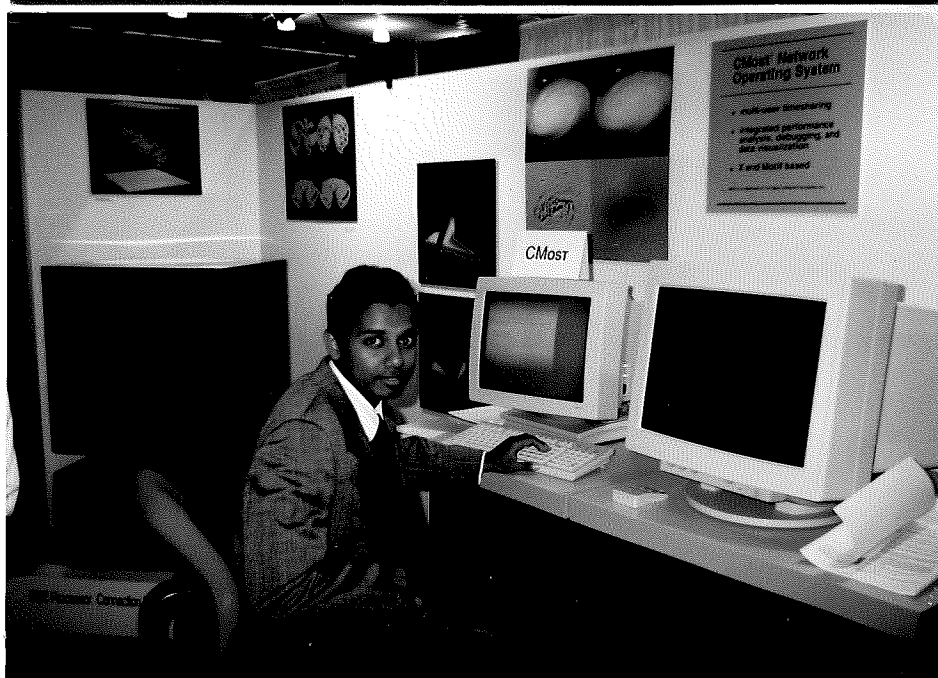
Desktop publishing tools disperse power. Setting objectives, strategies and tactics builds a timetable around which realistic expectations can be developed.

CONNECTIONS

Bringing the right people into a task is more important than ever. Linking them electronically can save time and trees.

DISCRETION

Putting the right message in the right format at the right time in front of the right people requires conscious understanding of what is to be said and why.



6/9/

Shyam Duggirala @ Physics
Computing show June '91

6/9/



Josh Simons + Shyam Jaggi at
Prepics Computing Booth June '91

Don Goldman	Shyam Jaggi	Brewster Kahle	Emery Chen
Don Siegfried	Brando Biondi	Don Aranson	Harry Morris

Don's going away party 3/27/91

6/91



6/91

Don Hansen

Cliff Lasser

John Richardson

Hess + Shaun MacPhee

Don's going away dinner 3/2/91

Booth at Co

Physics Computing

June 91



two visits
Dan Goldman
Dan Siegfried
Bardo Bianchi

Dan Aronson

Brewster Kahle

Shyam Duggirala

Barbara Lincoln

Ross MacPhee

John Richardson

Michael James Pfeiffer

Dan's going-away dinner 3/27/91

two visits
Dan Goldman
Dan Siegfried
Bardo Bianchi

Dan Aronson

Harry Morris

Brewster Kahle

Cliff Huxar

Shyam Duggirala

Barbara Lincoln

Ross MacPhee

John Richardson

Dan Aronson's going-away dinner 3/27/91

Dan Goldman

Shyam Duggirala

Brewster Kahle

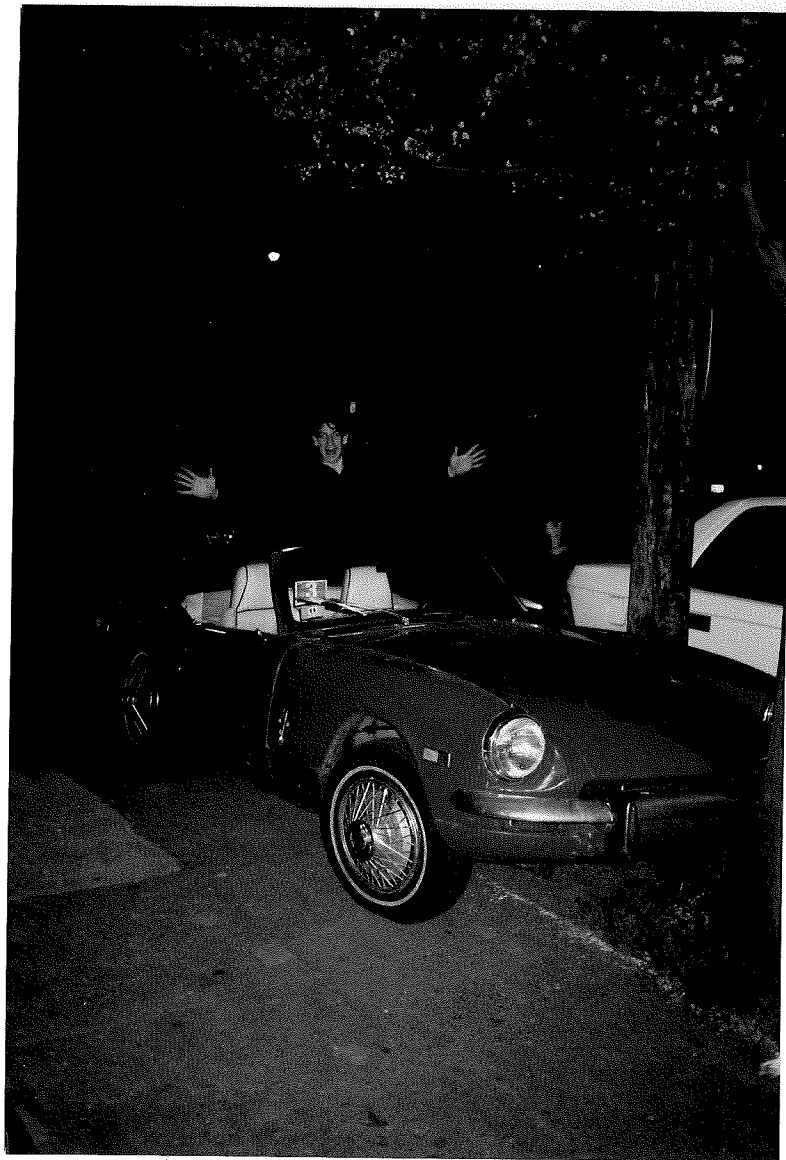
Emery Chu

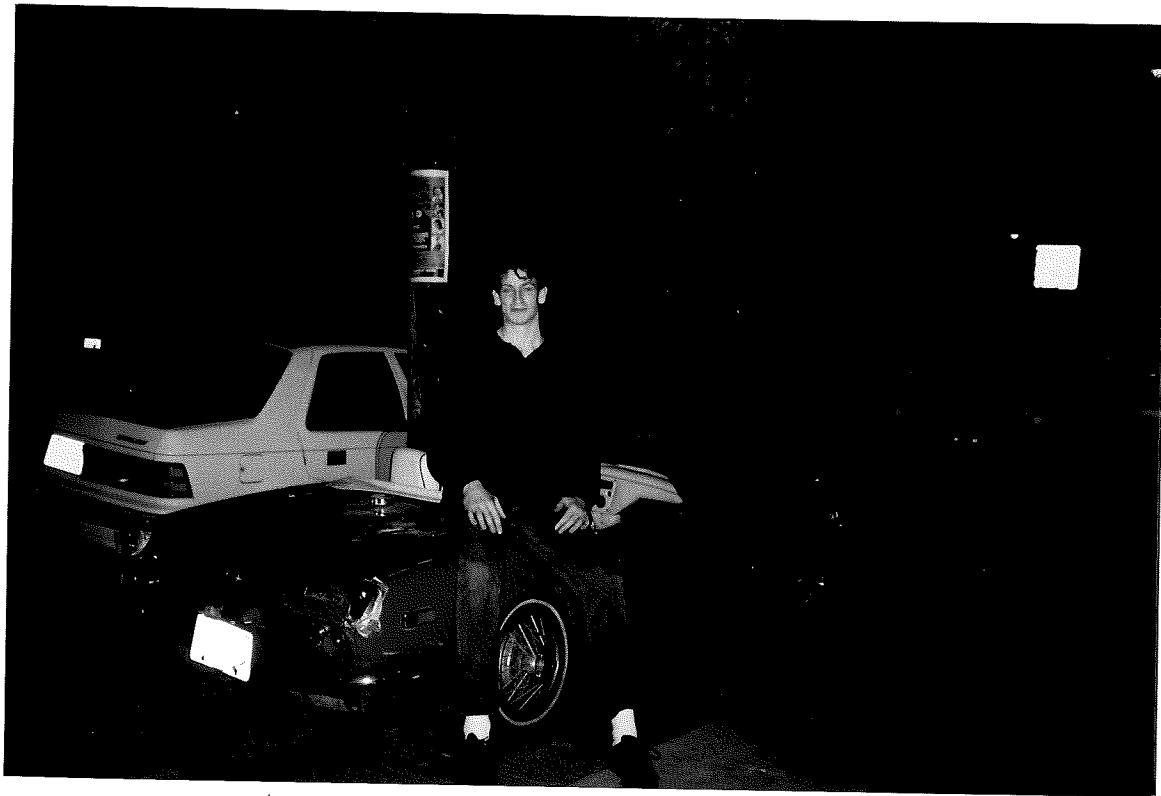
Harry Morris

Dan Aronson

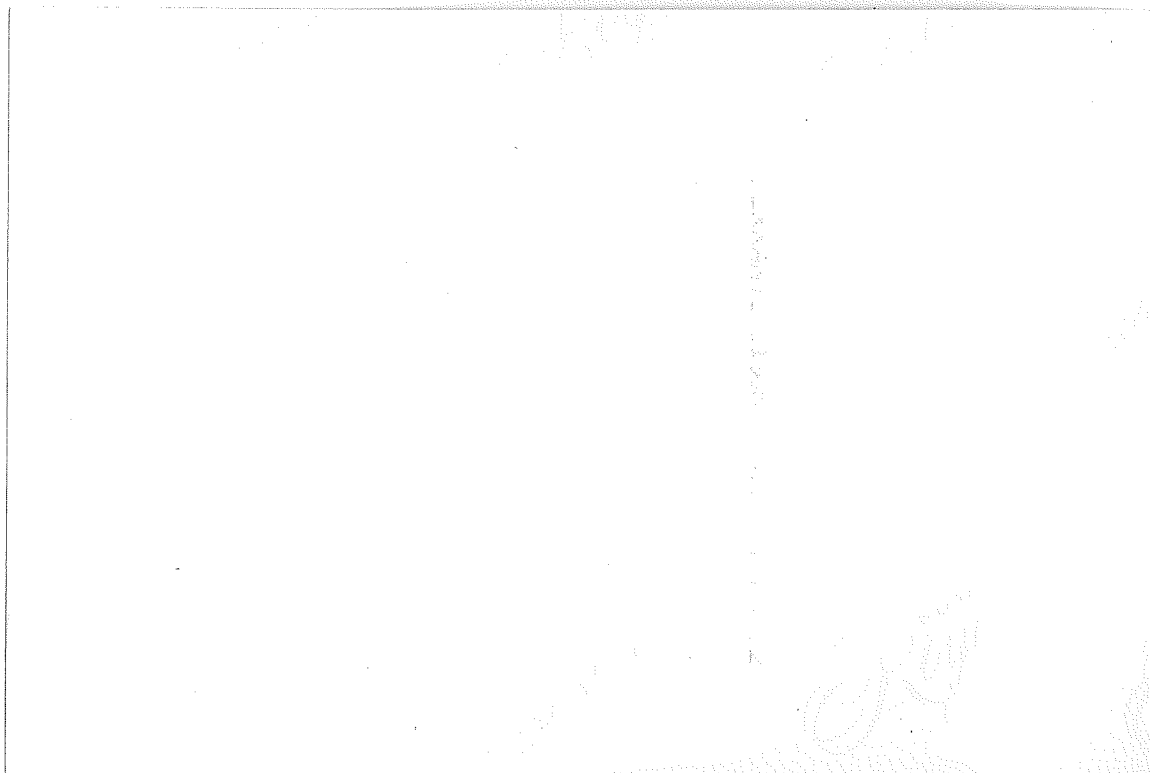
Barbara Lincoln

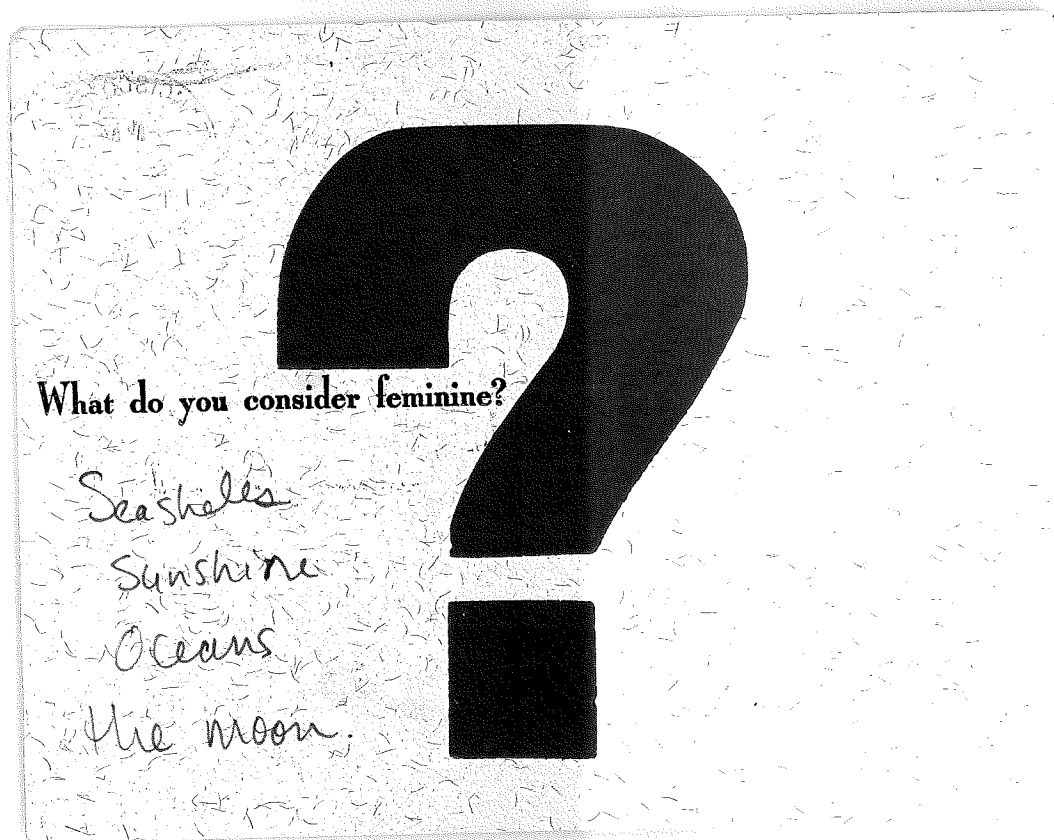
Dan's birthday 3/27/91





6/9/





Software Library
Apple Computer
Corp

California
1991

Software
Library
Apple Computer
Corp

California
1991

Dear Brewster and Mary

I so enjoyed dining
at your house. I
feel terrible I've taken
so long to respond to
your question. I planned
to create a 3-D representation
of my answer - dipping this
in seawater to represent the

ocean. Wrapping it around a glass candle holder in
a circle showing the light from the candle, the
sun. The moon, a little holder, would a a
glow in the dark. Super idea - and of course a
pleasure to see. But if I wait until I get
all these things together, I'll never write to let you know
how much I enjoyed meeting you and seeing your press. But, Kate

K. Mayer
P.O. 370322
Montreal, CA

Tugboat 1900s



The Underground Press
c/o Brewster B. Mayer
3035 23rd St.
San Francisco, CA
94110

best friends friend

The Underground Press 3035 23rd Street SF CA 94110

